

ORDER



Orders
Order / Rev: 726484
Alt Order #: 06402114
Product Desc: BALDWIN/ADD
Estimate:
Flight Dates: 11/02/12 - 11/06/12
Original Date / Rev: 11/05/12 / 11/05/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Baldwin, T/ D/ Senator-WI
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/29/12 | 11/06/12 | 42 | \$39,725.00 | \$33,766.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| November 2012 | 42 | \$39,725.00 | \$33,766.25 | 0.00 |
| Totals | 42 | \$39,725.00 | \$33,766.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|------|-------------------|-----------------|------------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|-------------|
| 1 | KARE | 11/02/12 | 11/02/12 | M-F 5-6a KARE First Edition M-F | CM | 5-6a | ----F-- | :30 | 3 | \$350.00 | P-4 | 0.00 | NM | 3 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ----F-- | | 3 | | | | \$350.00 | | 0.00 | | | |
| 2 | KARE | 11/05/12 | 11/06/12 | M-F 5-6a KARE First Edition M-F | CM | 5-6a | MT----- | :30 | 5 | \$350.00 | P-4 | 0.00 | NM | 5 | \$1,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | MT----- | | 5 | | | | \$350.00 | | 0.00 | | | |
| 4 | KARE | 11/05/12 | 11/06/12 | Today Show Today Show | CM | 7-9a | MT----- | :30 | 3 | \$1,000.00 | P-4 | 0.00 | NM | 3 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | MT----- | | 3 | | | | \$1,000.00 | | 0.00 | | | |
| 6 | KARE | 11/05/12 | 11/06/12 | M-F 6-7a KARE 11 Sunrise M-F | CM | 6-7a | MT----- | :30 | 5 | \$1,000.00 | P-4 | 0.00 | NM | 5 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | MT----- | | 5 | | | | \$1,000.00 | | 0.00 | | | |
| 8 | KARE | 11/05/12 | 11/05/12 | M-F 4-430p KARE 11 4 News | CM | 4-430P | M----- | :30 | 1 | \$250.00 | P-2 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$250.00 | | 0.00 | | | |
| 16 | KARE | 11/05/12 | 11/05/12 | Mon Prime THE VOICE | CM | 658-9P | M----- | :30 | 1 | \$10,800.00 | P-4 | 0.00 | NM | 1 | \$10,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 726484
Alt Order #: 06402114
Flight Dates: 11/02/12 - 11/06/12

Advertiser: Baldwin, T/ D/ Senator-WI
Product Desc: BALDWIN/ADD
Estimate:
KARE

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|-------------|-------------------|-------------------|--|-------|---------------------------------|-----------------|---------------|-------------------------|-------------|---------------|------|------|-------------|-------------|
| 16 | KARE | 11/05/12 | 11/05/12 | Mon Prime THE VOICE | CM | 658-9P | M----- | :30 | 1 | \$10,800.00 | P-4 | 0.00 | NM | 1 | \$10,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 11/05/12 | 11/11/12 | M----- | | 1 | | | \$10,800.00 | | 0.00 | | | | |
| 17 | KARE | 11/03/12 | 11/03/12 | SAT TDY NBC Today Show (Sa) | CM | 6-8a | -----S- | :30 | 2 | \$350.00 | P-4 | 0.00 | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | 2 | | | \$350.00 | | 0.00 | | | | |
| 18 | KARE | 11/03/12 | 11/03/12 | Sat 8-10a KARE 11 Saturday | CM | 8-10a | -----S- | :30 | 4 | \$675.00 | P-4 | 0.00 | NM | 4 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | 4 | | | \$675.00 | | 0.00 | | | | |
| 19 | KARE | 11/04/12 | 11/04/12 | SUN TDY NBC Today Show (Su) | CM | 8-9a | -----S | :30 | 1 | \$400.00 | P-4 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S | | 1 | | | \$400.00 | | 0.00 | | | | |
| 20 | KARE | 11/04/12 | 11/04/12 | Chris Matthews Morn Chris Matthews Sa/Su 430a-12p (11:30 AM-12:00 PM) | CM | 1130A-12P | -----S | :30 | 1 | \$825.00 | P-4 | 0.00 | NM | 1 | \$825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S | | 1 | | | \$825.00 | | 0.00 | | | | |
| 21 | KARE | 11/04/12 | 11/04/12 | Meet the Press Meet the Press | CM | 9-10a | -----S | :30 | 1 | \$5,000.00 | P-2 | 0.00 | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S | | 1 | | | \$5,000.00 | | 0.00 | | | | |
| N22 | KARE | 11/03/12 | 11/03/12 | Breeders' Cup World Thoroughbred Breeders' Cup World Thoroughbred (6:58 PM-8:00 PM) | CM | Breeders' Cup | -----S- | :30 | 3 | \$1,500.00 | P-4 | 0.00 | NM | 2 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | 3 | | | \$1,500.00 | | 0.00 | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | | |
| | 3 | KARE | 10/29/12-11/04/12 | Breeders' Cup World Thoroughbred | | Breeders' Cup (6:58 PM-8:00 PM) | -----Sa-- | :30 | (\$1,500.00) | 0.00 | NM | | | | |
| | Credited | | | | | | | | | | | | | | |
| 24 | KARE | 11/05/12 | 11/05/12 | Today Show Today Show | CM | 7-9a | M----- | :30 | 2 | \$1,000.00 | P-4 | 0.00 | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 11/05/12 | 11/11/12 | M----- | | 2 | | | \$1,000.00 | | 0.00 | | | | |
| 25 | KARE | 11/05/12 | 11/06/12 | M-F 430-5A M-F 430-5a | CM | 430-5a | MT----- | :30 | 5 | \$90.00 | P-4 | 0.00 | NM | 5 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | 5 | | | \$90.00 | | 0.00 | | | | |
| 26 | KARE | 11/05/12 | 11/06/12 | M-F 1130a-12p Jeopardy | CM | 1130a-12p | MT----- | :30 | 2 | \$550.00 | P-4 | 0.00 | NM | 2 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | 2 | | | \$550.00 | | 0.00 | | | | |
| 27 | KARE | 11/05/12 | 11/06/12 | M-F 11-1130a KARE 11 News @ 11a | CM | 11-1130a | MT----- | :30 | 2 | \$100.00 | P-2 | 0.00 | NM | 2 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | 2 | | | \$100.00 | | 0.00 | | | | |
| N28 | KARE | 11/06/12 | 11/06/12 | Today Show Today Show | CM | 7-9a | -T----- | :30 | 1 | \$1,000.00 | P-4 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 11/05/12 | 11/11/12 | -T----- | | 1 | | | \$1,000.00 | | 0.00 | | | | |
| N29 | KARE | 11/06/12 | 11/06/12 | M-F 3-4p M-F 3-4p | CM | 3-4p | -T----- | :30 | 1 | \$500.00 | P-4 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 11/05/12 | 11/11/12 | -T----- | | 1 | | | \$500.00 | | 0.00 | | | | |
| Totals | | | | | | | | | | | | | 42 | \$39,725.00 | |